

# Fall 2019 Partnership Social Media Guide

Customizable Social Media Content for 2020

Census Partners

November 2019



# Now That You're a Partner

The U.S. Census Bureau is excited that you have joined us as a partner to support the 2020 Census campaign. With your support, we can make sure that all people living in the U.S. are counted in 2020.

**Social media is a great way to share helpful information about the 2020 Census! This toolkit includes:**

- **Sample posts with downloadable images and videos<sup>1</sup> for use on your own social channels.**
- **2020 Census social media information.**
- **Social media asset dimensions by channel.**

**We encourage you to add a personal touch to these messages or to use your own images to align with the interests and concerns of your audience.**

1. To save video, right-click and select "save as media."



# Census Bureau Social Information



# 2020 Census Social Media Information

Please tag the U.S. Census Bureau and use the official 2020 Census hashtag in all posts. We prefer that you include links to Census Bureau properties, but we understand that there may be instances where you do not want to drive your audience off your own social media.

## U.S. Census Bureau Official Social Media

Facebook – @uscensusbureau

<https://www.facebook.com/uscensusbureau/>

Instagram – @uscensusbureau

<https://www.instagram.com/uscensusbureau/>

Twitter – @uscensusbureau

<https://twitter.com/uscensusbureau/>

Hashtag - #2020Census

## Key URLs – English language

2020 Census homepage

<https://2020census.gov/en>

What Is the 2020 Census?

<https://2020census.gov/en/what-is-2020-census.html>

Who to Count on Your Census

<https://2020census.gov/en/who-to-count.html>

Impact in My Community

<https://2020census.gov/en/community-impact.html>

How the Census Bureau Protects Your Data

<https://2020census.gov/en/data-protection.html>

## Key URLs – Spanish language

2020 Census homepage

<https://2020census.gov/es>

¿Qué es el Censo del 2020?

<https://2020census.gov/es/what-is-2020-census.html>

A quién contar en su censo

<https://2020census.gov/es/who-to-count.html>

El impacto en mi comunidad

<https://2020census.gov/es/community-impact.html>

Cómo protege su información la Oficina del Censo

<https://2020census.gov/es/data-protection.html>



# Social Media Asset Dimensions

Please review the following information for optimal dimensions and aspect ratios for all social media platforms.

Dimensions	Aspect Ratio	Content Type	Optimal Platforms
1080x1080	1:1	Static images	Instagram, Facebook, Pinterest
1080x1080	1:1	Video	All social media platforms (e.g., Facebook, Instagram, LinkedIn, Pinterest, Twitter)
1200x675	16:9	Static images	LinkedIn, Twitter



# General Content

All assets on slides 8-17 are 1080x1080, 1:1 aspect ratio videos, to be used on any social media channels.



# Census 101 – What Is the Census?



**What is  
the census?**

This video is formatted for optimal use across all social media platforms.

Suggested copy:

The #2020Census is all of these things and more! Get the facts about the 2020 Census at: [2020census.gov](https://2020census.gov)



# Census Impact – Community Funding, Schools



**Census data helps inform  
funding for school resources.**

This video is formatted for optimal use across all social media platforms.

Suggested copy:

New schools. New buses. New supplies. The #2020Census can shape the future of our community. Visit [2020census.gov](https://2020census.gov) to learn how, and make sure to count every young child living in your household to ensure they get the resources they need.



# Census Impact – Community Funding, Small Business



This video is formatted for optimal use across all social media platforms.

Suggested copy:

New businesses. New jobs. New offices. Census data helps small businesses in communities across the nation make smarter decisions. Visit [2020census.gov](https://2020census.gov) to learn more about the #2020Census.



# Census Impact – Community Funding, Health Care



**Census data helps inform  
funding for medical resources.**

This video is formatted for optimal use across all social media platforms.

Suggested copy:

New hospitals. More treatment options. Increased access to care. The #2020Census will inform decisions about funding for our community's medical needs. Visit [2020census.gov](https://2020census.gov) to learn how the census shapes your future.



# Census Impact – Community Funding, Emergency Services



**Census data helps inform  
funding for emergency services.**

This video is formatted for optimal use across all social media platforms.

Suggested copy:

The #2020Census will inform decisions about funding for fire departments and other emergency services that save lives every day. Learn more about how the 2020 Census will help shape our community at [2020census.gov](https://2020census.gov).



# Census Impact – Community Funding, Neighborhood Resources



**Census data helps inform  
funding for community  
resources.**

This video is formatted for optimal use across all social media platforms.

Suggested copy:

New roads. New sidewalks. New ways to get from here to there. The #2020Census will inform funding decisions that shape our community. Read more about how the census paves the way to the future at [2020census.gov](https://2020census.gov).



# Census Impact – Why the Census Matters



**Why does the  
census matter?**

This video is formatted for optimal use across all social media platforms.

Suggested copy:

When you respond to the #2020Census, you help inform how billions of dollars flow into communities across the nation for schools, hospitals and health clinics, roads, public transportation, and other vital services. Learn more about why the census matters at [2020census.gov](https://2020census.gov).



# Census Integrity – Your Data Is Yours

**The Census  
Bureau protects  
your information.**

This video is formatted for optimal use across all social media platforms.

Suggested copy:

Protecting your information is not only required by law, it's embedded in the culture at @USCensusBureau. And so do we! On next year's #2020Census, your responses will be kept secure. Learn more at [2020census.gov](https://2020census.gov).



# Census Integrity – Your Data Is Protected

**Your personal information  
is more than just letters  
and numbers.**

This video is formatted for optimal use across all social media platforms.

Suggested copy:

When you trust @USCensusBureau with your information, their promise—and legal duty—is to keep it safe. The information you provide on the #2020Census will be kept confidential. Learn more at [2020census.gov](https://2020census.gov).



# Engaging With Data – New Roads

## Behind the Numbers

This video is formatted for optimal use across all social media platforms.

Suggested copy:

\$175 billion in public funding is spent on roads each year, and @USCensusBureau data informs how that funding is used. No matter what highway you travel, chances are census data helped put it there. Learn more about why an accurate #2020Census count matters at [2020census.gov](https://2020census.gov).



# Customizable Content for Twitter and LinkedIn

All assets on slides 21-30 are 1200x675, 16:9 aspect ratio static assets, to be used on LinkedIn and Twitter.



# How To Add Your Logo and Download Assets

- Choose “enable editing” for the PowerPoint template and select the asset to which you would like to add your logo.
- Click the space where the asset says, “click icon to add picture.” This will allow you to upload a logo from a folder on your computer.
- Select the logo you would like to add. Your logo will automatically size itself to fit the space available.
- Once you have added your logo, export your slide as a JPG by selecting the slide you want to save from the slide panel display on the left side of the presentation.
- After you’ve selected your desired slide, click “File” then “Save As.” Name the file as you choose and select the folder in which you want to save it.
- Change the “save as file type” option from PowerPoint presentation to JPG and click “save.” You will be asked if you want to save the whole presentation or just the one slide. Select “just this one” to save the single slide as a new JPG.
- For more detailed step-by-step instructions to save your asset, visit <https://support.office.com/en-us/article/save-a-slide-58a32e76-2026-431c-9d2b-e8312e49dae7?ui=en-US&rs=en-US&ad=US>.
- NOTE: The instructions above are for PCs. Please consult the provided link for instructions on exporting your completed asset slide as a JPG on a MAC.



# Census Facts – Questionnaire

See the next two slides for customizable template options of the Questionnaire asset for use on Twitter and LinkedIn.

Suggested copy:

We're here to share the facts about the #2020Census and to help the @USCensusBureau make sure that all people living in the U.S. are counted in 2020. Help us make that happen! Visit [2020census.gov](https://2020census.gov) to find out more.



## census facts

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**The census is a brief questionnaire used to count every person living in the United States and five U.S. territories.**





## census facts

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**The census is a brief questionnaire used to count every person living in the United States and five U.S. territories.**





# Census Facts – The Constitution

See the next two slides for customizable template options of The Constitution asset for use on Twitter and LinkedIn.

Suggested copy:

Did you know that the census is so important it is mandated by the U.S. Constitution? We're partnering with the @USCensusBureau to make sure every person living in the U.S. gets counted in the #2020Census! Find out more at [2020census.gov](https://2020census.gov).



## census facts

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**The 2020 Census is required by the Constitution, and the United States has counted its population every 10 years since 1790.**





## census facts

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**The 2020 Census is required by the Constitution, and the United States has counted its population every 10 years since 1790.**





# Partnership – Proud Partner

See the next slide for a customizable template of the Proud Partner asset for use on Twitter and LinkedIn.

Suggested copy:

We're proud to be partnering with the @USCensusBureau to help spread the word about the #2020Census!  
Find out more about why the census is so important at [2020census.gov](https://2020census.gov).



**Proud  
supporter  
of the**

**Shape  
your future  
START HERE >**

**United States<sup>®</sup>  
Census  
2020**





# Partner + Census

See the next slide for a customizable template of the Partner + Census asset for use on Twitter and LinkedIn.

Suggested copy:

We've teamed up with the @USCensusBureau to help make sure that every person living in the U.S. is counted in the #2020Census. Find out why an accurate count is so important to our community at [2020census.gov](https://2020census.gov).





United States<sup>®</sup>  
**Census**  
**2020**